

Message Text

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PAGE 01 LIMA 06360 022054Z

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ACTION COME-00

INFO OCT-01 ARA-16 ISO-00 EB-11 USIA-15 DRC-01 RSC-01 /045 W
----- 083529

R 022030Z AUG 74

FM AMEMBASSY LIMA

TO SECSTATE WASHDC 1276

INFO AMEMBASSY BOGOTA

AMEMBASSY CARACAS

AMEMBASSY LA PAZ

AMEMBASSY QUITO

AMEMBASSY SANTIAGO

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DEPT PASS USIA AND COMMERCE FOR TASK FORCES

EO 11652 N/A

TAGS: BEXP, CO, VE, BL, EC, CI, PE

SUBJECT: STANDARDIZATION OF COLOR TV IN ANDEAN PACT AREA

REF: STATE 164164

1. PERU'S POSITION IN NTSC VS. PAL/M PROBABLY SOMEWHAT AM-BIVALENT SINCE GOP APPARENTLY DOES NOT BELIEVE THAT COLOR TELEVISION HAS HIGH PRIORITY AMONG OTHER ECONOMIC DEVELOPMENT IMPERATIVES. GENERAL SEGURA, HEAD OF GOP OFFICE OF INFORMATION, IS KNOWN TO HOLD THIS POSITION. WHILE GOP WOULD UNDOUBTEDLY GO ALONG WITH ANDEAN DECISION, IT IS HARD TO PREDICT HOW FIRMLY, AT THIS POINT, IT WOULD ADOPT AND ARGUE FOR MERITS OF ONE SYSTEM AS OPPOSED TO OTHER. ECONOMIC CONSIDERATIONS WOULD ARGUE PERSUASIVELY FOR NTSC, BUT ANTI-U.S. BIAS ON PART OF SOME GOP OFFICIALS AND THEIR CONCERN OVER ALLEGED U.S. CULTURAL DOMINANCE MIGHT PUSH GOP TOWARD PAL/M.

2. TV BROADCASTING EQUIPMENT AND RECEIVERS HERE IN PERU ARE BASICALLY U.S. FURTHER, LOCAL TECHNICIANS AND STATION OPERATORS PROBABLY FAVOR NTSC. CITATION OF BRAZIL
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PAGE 02 LIMA 06360 022054Z

AS USER OF PAL/M MIGHT ALSO BE PERSUASSIVE (CARACAS 7156).

3. ON OTHER HAND, PAL/M IS UNDERSTOOD TO BE MORE IMPRES-
SIVE FROM SEVERAL TECHNICAL POINTS OF VIEW AND GERMANS ARE
IN POSITION TO MOUNT MORE HIGH PRESSURE SALES DRIVE, IN-
CLUDING INVITATIONS TO DECISION-MAKERS TO VISIT GERMANY.
ALSO, THERE IS A BIAS IN SOME GOP QUARTERS AGAINST BECOMING
FURTHER TIED TO U.S. IN THIS AREA AND A POTENTIALLY PER-
SUASIVE ARGUMENT WILL BE THAT ADOPTION OF PAL/M WILL MEAN
FEWER U.S. PROGRAMS AND A LESSENING OF CULTURAL DOMINATION.
FINALLY, FINANCING IS MAJOR FACTOR IN GOP DECISION MAKING,
AND IT IS UNLIKELY THAT U.S. CAN MATCH GERMAN TERMS EVEN
WITH EXIMBANK HELP.

4. EMBASSY TASK FORCE IN PROCESS OF PREPARING REPLIES TO
PARAGRAPHS 4 AND 5 OF REFTEL. IN MEANTIME, WE WOULD APPRE-
CIATE BEING ADVISED IF WASHINGTON INTER-AGENCY TASK FORCE
WOULD BE IN POSITION MAKE FUNDS AVAILABLE FOR PROMOTIONAL
TRAVEL TO U.S. OF GOP DECISION-MAKERS.
DEAN

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Draft Date: 02 AUG 1974
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Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Authority: boyleja
Disposition Case Number: n/a
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Disposition Date: 28 MAY 2004
Disposition Event:
Disposition History: n/a
Disposition Reason:
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Handling Restrictions: n/a
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